

THE REVIEW

Vol. XXXV—No. 41

September 18, 1941



*Remember your customers
and they'll remember you!*

**Tell This to Every Prospective Customer
You Call On, and**

Show Greetings on Every Call!

I WANT TO

*I have to live with myself and so
I want to be fit for myself to know
I want to be able, as the days go by,
Always to look myself straight in the eye;
I don't want to stand with the setting sun,
And hate myself for the things I've done.
I don't want to keep on a closet shelf
A lot of secrets about myself,
And fool myself as I come and go,
But thinking that nobody else will know,
The kind of man I really am:
I don't want to dress myself in sham
I want to go out with my head erect
I want to deserve all men's respect,
I want to look myself and know
That I'm not all bluster and bluff and show.
I never can hide myself from me;
I see what others may never see;
I know what others may never know,
I never can fool myself, and so,
Whatever happens, I want to be
Self-respecting and conscience free.*

—ANONYMOUS.

(Thanks to John Gilbert)

The REVIEW



*by and for the Sales Department of
The Gerlach Barklow Co.*

THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, SEPTEMBER 18, 1941

No. 41

LET'S MAKE IT A REAL CHRISTMAS

This week I just want to thank you for the fine spirit you've shown in your acceptance of the Christmas Club Contest.

No contest which we have ever conducted has ever been better received than has this one and I'm glad both for your sakes and for the sake of the loved ones who look to you for the good things that come with Christmas. Here's a chance to give your pocket-book a rest in planning for that happy time of year, by earning all the Christmas Club Credits you can. Sometimes we miss a great deal in this world just because we get too set in our ways and ideas to enjoy the simple things of life, things that we can enjoy through our own ingenuity.

I have told you that at my house we all get the biggest thrill out of Christmas that we get in the entire year. We deny ourselves, we work like the dickens, and we plan and save for weeks ahead, just to make this the biggest red-letter day of all the year, and I think that's what we all should do if we want

to experience the joy and strengthening of faith that comes with Christmas.

This year all of us will have to make some sacrifices, but again, through our own ingenuity, our willingness to work and plan we can do many of the things we want to do. The Christmas Club Contest will help you to do this; it will enable you to give gifts to your family and loved ones, it will help them to realize more of the true Christmas spirit. It will if you continue as you have started, to put heart and soul into the Contest—and I know you will.

Every business man, more than ever in this year of 1941, will want to say "THANK YOU AND A MERRY CHRISTMAS" to his customers. Be sure that a bigger number of business men in your territory do just that this year.

To my mind that new "SPIRIT OF AMERICA" DEFENSE SAVINGS POSTER is a natural for a banker or any business man to use to further build his good will and prestige in his community. Defense Stamps and Bonds give us all a chance to save something. We are all patriotic and here's a chance for Business Men to be Minute Men.

Your new "ICE FACTS" calendar contains information that is of value to every human being. Let's help the ice dealer and the refrigerator man tell his story.

Let's keep up the splendid start we've made in the Fall Drive; let's realize to the fullest the possibilities that are ours in the remaining weeks of this year.

Thanks sincerely for the job you are doing. Best of Luck.

E. Mackey

300 — \$42.25

You can very easily increase your volume during the remainder of September, \$422.50 by selling ten orders of S263 to Jewelers, each order calling for three hundred calendars—each order making you \$8.45. That would increase your commissions during the balance of the month \$84.50, and pile up Christmas credits that all your home folks can enjoy as much as you can.

All retail stores will have a heavy Christmas business this year because wages are high and lots of money is in circulation. They will do much better if patronage is solicited.

A Jeweler should mail S263 calendars around the first of December, telling about the large variety of suitable Christmas gifts that are offered. This calendar points out, also, all the occasions when gifts are bought in Jewelry stores—birthdays, anniversaries; and it also reminds the user of this engagement pad, kept near the telephone, of bridge parties and the prizes that should be purchased for them.

There is every evidence that there is not enough creative selling being done, not only by calendar salesmen but by all salesmen. So many orders are either from our old customers or won from competition. Too few orders indicate that they have come from new users.

If you are not using a sample of S263 in your own home and if you have never built an interesting sales story around this number, start using one now. Build your sales talk and SPECIALIZE for an hour or two each day with it. If the Jeweler will not buy it, it is equally as good a medium for any other retail store.

James R. Talcott

"Your Mileage Merchant"

THAT'S THE COPY WHICH PITTMAN SELLS ON THE GAS-TANK GREETING

Enclosed in this issue of REVIEW will be found a sample of Holiday Greeting HG4291, known as the "Gas Tank Greeting" with the copy which E. P. Pittman employs to make friends and customers of and for the Service Station owner.

The Gas Tank greeting has proven tremendously popular with practically every department of the automotive business and is daily demonstrating its popularity in sales.

Other copy lines which are helping your fellow salesmen to make sales of this greeting are as follows:

WHERE FRIENDLY SERVICE IS A HABIT.
SERVICE IS NOT OUR MOTTO, IT'S OUR BUSINESS.
BUMPER TO BUMPER SERVICE
THE HOME OF SMILING SERVICE
SERVICE WITH A SMILE
THROUGH SERVICE WE GROW
EVERY TIME WE MAKE A FRIEND, WE GROW A LITTLE
ALWAYS HUNTING FOR OPPORTUNITIES TO SERVE YOU
BETTER.
SERVICE THAT SATISFIES
WE'LL GO A LONG WAY TO SERVE YOU
THE HOME OF FIVE-POINT SERVICE
WE ARE NEVER SATISFIED TILL YOU ARE
AT YOUR SERVICE ALWAYS AND ALL WAYS

There is one Gerlach-Barklow salesman who sells Business Greetings as Direct Advertising—and very successfully. Have you ever thought of that? It's worth your consideration.

Will you take the enclosed sample out of REVIEW and give it a fair try-out for one week? If you will, you're sure to stir up some new business and while doing that, you'll create some nice little "Bread-and-Butter" orders.

THANKS! YOU'RE KEEPING 'EM FLYING!

GOOD WILL IS STILL THE MOST IMPORTANT PRIDRITY

The Week's "Grand" Go-Getters Are A. A. Muldrew, With a Total of \$1163 and C. M. Roadstrum With a Score of \$1083.

Muldrew does a swell job of putting over "Their Priceless Heritage" in R4 and R9 sizes for a \$438 total to a MILLING COMPANY. Next he sold 2,000 P232 and tubes for \$453 to a LIFE INSURANCE COMPANY. Third was a variety of subjects and sizes to a FLOUR MILL, R2 "Steady," D71 "Houghton Mill," AM 20 "Joy of Living" and AM24 "Proud Mothers." This sale was close to \$250. Last of all he had a "bread-and-butter" order for "Proud Mothers" and "Scenes of My Childhood" which went a long way toward paying the week's car expense.

Roadstrum made a new customer of a CONVEYOR AND WASHER CORPORATION with a \$936 leather order. He followed through by selling another new customer a \$126 pen and pencil order and made a third new customer with metal desk calendars.

A cracker-jack salesman, H. F. Ricker of Massachusetts, who has been handicapped by a lot of sickness this year, wound up with a \$563 week—

"Forever Yours" to a TEXTILE MANUFACTURER.

"Spirit of America" to an ELEVATOR COMPANY.

10,000 cards to a FUNERAL HOME.

"Spirit of America" to a SAVINGS INSTITUTION.

Holiday greetings to a SHOE LACE MANUFACTURER with the subject "Coming In."

Michigan is heard from as Bill Herrmann scores for over \$500. His best was a \$476 Paragon order to a TOOL MANUFACTURER.

Sam Haynes is still rolling along with his order book close at hand. He makes sales of Key Cases for \$237 to a FUNERAL HOME, 10,000 Cards to another FUNERAL DIRECTOR, Ger-Bars to a STATE BANK, Roll Calendars to a CAFE, and two orders for Personal Greeting Cards.

Sam Whalen of Pennsylvania sells 3,000 S257 "Spirit of America" amounting to \$358. His follow up was for another "Spirit of America" sale and Business Calendars.

C. F. Gordon signs up a PAPER BOX MANUFACTURER for a \$670 order of "Springtime."

A. C. Talerico's best was a \$400 sale of "When a Feller's Got a Friend" to a FURNITURE COMPANY.

Charlie Clayton had a nice \$145 Paragon sale, while he also sold a FISHERY, a FORD GARAGE, a FLORIST and a SERVICE STATION.

Tom Perrott had two in the three figure bracket. The first "Happy Bluebird Family" for \$138 to a CASKET COMPANY and Paragon for \$162 to a TRANSPORTATION COMPANY.

P. M. Winter sold a FUNERAL HOME \$150 worth of Family Record Books.

J. Milton Wigley used the slogan "The Furniture Fashion House" to win a \$175 order of "Here Peace and Happiness Abide." Wigley had four others to help boost his volume.

Now let's go down to North Carolina and Larry Moss, who is always putting a crimp in competitors' style with a hot presentation. Larry's \$525 total for the week was made up of two orders for "Spirit of America," and an "In Memoriam" book sale and Paragon.

California here we come. Harry Etter clinches a \$282 "Here Peace and Happiness Abide" order with a BOX MANUFACTURER and a \$150 "My Bonnie Lies Over the Ocean" order to a CLOTHING STORE. He also sold a nice one to a SUPER SERVICE STATION using a Safety Subject.

Now we leap back over the Rocky Mountains to Ohio where Fannie Peterson persuaded eight clients to sign on the dotted line. Baby Books to a BABY SHOP, Fans to a BOOK STORE, Key Cases and License Holders to a FUNERAL HOME, "Scenes of My Childhood" to a MANUFACTURER, Paragon to a LUMBER COMPANY, Holiday Greetings to a TRUCK BODY MANUFACTURER and Paragon to a ROAD MACHINERY MANUFACTURER.

Nate Abelson was really steamed up when he called on the proprietor of a TAVERN. He sold 2,750 Key Case and License Holders for a total of \$352 and a Knife order amounting to \$115.

Four new customers counted in S. E. Adams' order-a-day average. He made a \$345 Paragon sale to an ANIMAL BY-PRODUCTS COMPANY, Baby Books to a DAIRY, Paragon to a MORTUARY, Ger-Bars to a GARAGE, Pencils to a HOTEL, S257 to a GROCER AND CREAMERY.

A \$288 Pencil order got A. W. Thurn off to a good week's start. The customer was a LOAN AND INVESTMENT COMPANY.

Oregon sees F. M. Stevenson write a \$154 SQA-3 "Sailing Ships" order for a COTTON FABRIC MANUFACTURER. This is the third sale he has made to these people this year.

E. F. Philips sells a \$108 order of "My Bonnie Lies Over the Ocean" to a STATE BANK, Holiday Greetings to a BOTTLING COMPANY and Pencils to a MONUMENT WORKS, S257 to a STATE BANK and Air Pilots to a MEMORIAL DEALER.

W. L. McNerney sells an ANIMAL FOOD COMPANY Paragon and Pencils for \$238.

Howard Groomes hasn't been letting any grass grow under his feet and completed the week with a seven-order tally. Cal-Crafts to a COAL COMPANY, "Peekaboo" to a WELDING AND SUPPLY COMPANY, "Spanky Safety Patrol" to a GARAGE, "My Diary" to a BABY SHOP, Leather and Letter Openers to a PRINTER, "Air Pilots" to a PRINTER.

R. H. Lipford is making G-B advertising known in Virginia. This week a \$249 Pencil order to an OIL COMPANY, while his next best was Holiday Greetings for \$105 to an INSURANCE AGENCY AND BROKERAGE COMPANY.

Leo L. Levin makes a \$102 sale of Holiday Greetings to a BAKING COMPANY.

S. A. Hodson sells a TRUCKING EQUIPMENT COMPANY a \$140 Pencil order.

J. N. Haberstick puts over a Paragon sale of \$250 to a MACHINE PRODUCTS COMPANY.

Nathan Ellias makes a \$128 sale of Paragon to a COAL DEALER.

"Our Success Is Doing a Common Thing Uncommonly Well." Used by A. A. Bender on a hanger sold to a GLASS COMPANY.

Marvin Mitchell of Illinois tallied a sale of 10,000 Funeral Directors' cards for a total of \$123. He also sold Pencils to a CONTRACTOR, Knives to a BUILDERS' SUPPLY COMPANY, Paragon to a MOTOR EXPRESS COMPANY.

*These men have written their names on the pages
of America's glorious history. Every one in his
time was ready for the great task. Prepare now
for future service to your country and your fellow
men. Those who serve best win.*

One of America's foremost newspaper publishers wrote the above lines and had them hand lettered for use on our ALL-AMERICAN Billboard Calendar.

We were especially impressed by the fact that this big newspaper publisher insisted upon making the above lines the big outstanding feature, while the name of his newspaper was confined to one small line at the bottom.

Never have you known a more favorable opportunity to sell the ALL-AMERICAN for Industrial Distribution than you have today.

It's unselfish advertising such as this that gains attention and makes a 100% favorable impression.

Among your most likely prospects for the ALL-AMERICAN for Industrial Distribution you will find the newspaper publisher, the banker, the business school, and the Federal Savings and Loan.

"--AND SECURE THE BLESSINGS OF LIBERTY TO OURSELVES AND OUR POSTERITY"

You will find that objective in the preamble to the Constitution of the United States which was adopted 154 years ago this Wednesday. It is given as one of the reasons for its adoption. In fact, to most of us, the PRESERVATION OF LIBERTY for ourselves and our descendants is the most important function of the Constitution, and of the Nation that it brought into being.

If you agree to that, let us see which kind of a world would best safeguard the liberty we cherish. Here are the two from which we must choose:

THE WORLD THAT WOULD RESULT FROM A HITLER VICTORY:

Europe, Asia, Africa, Australia and most of the islands of the world under Hitler's NEW ORDER; trade conducted by bartering between GOVERNMENTS, not between business firms; Axis-type of money (worthless to us) used everywhere outside of the Western Hemisphere; all private business controlled by Axis governments and conducted according to their rules; all labor unions, all trade associations, all private organizations barred; control of the seas in the hands of the Axis; all navies and all merchant marines (except ours) controlled by the Axis powers; all shipyards and armament and munitions plants (except ours) controlled by the Axis; South and Central America filled with Axis agents; freedom of religion, freedom of speech, freedom of assembly, wiped out everywhere except in

the Western Hemisphere; our own subversive elements encouraged in every way possible; four-fifths of the world in a state of starvation and near-anarchy,

THE WORLD THAT WOULD RESULT FROM AN ALLIED VICTORY:

The whole world—Germany, Italy and Japan included—under governments pledged to grant their people the utmost liberty; world markets open to free trade conducted NOT by governments but by business firms; labor unions, trade associations and private organizations encouraged; freedom of the seas for ALL nations; a sincere effort made to REDUCE armaments; freedom of religion, freedom of speech, freedom of assembly universally adopted; sanctity of treaties and international understandings accepted and adhered to; sound money in use everywhere in the world; some sort of world federation that would really preserve the peace.

Now we can have the first type of world or we can have the second. But we have reached a point where we MUST have one or the other. No compromise is possible. If Hitler should win, he and all of his associates have said time and time again that they intend to RULE in THEIR world. They have PROVED it by what they have already done IN and TO the conquered nations.

We can have the FIRST type of world WITHOUT helping Britain, WITHOUT

helping Russia, WITHOUT helping China, WITHOUT firing a single shot, and WITHOUT any attack upon us by the Axis powers. In fact, if we just sit tight and wait—as the "Isolationists" want us to do—that is exactly the type of world we WILL have. For, if we can believe what Britain and Russia and China tell us, they cannot prevent it without OUR help.

Now it so happens, as we have stated before, that this writer is an Isolationist in the sense that he believes we would have been better off if we had never taken over any foreign possessions, and if—in the past—we had ALWAYS minded our own business. But that is water over the dam. We have become a world power—the DOMINANT world power—and, as such, we can have exactly the type of world we want. However, we can't have it just by sitting back and WISHING for it. And, even if we could, we wouldn't deserve it.

The thing we've got to decide is WHICH TYPE OF WORLD we want to live in. If we are satisfied with a Hitler-ruled world, we should notify Great Britain, Russia and China of that fact, wipe our hands of all international responsibility, and be content to "Live Alone and Like It." We can do that without firing a shot, although for our own protection we would have to become the greatest armed camp the world has ever seen.

If we are NOT satisfied with a Hitler-ruled world, then it is about time to quit debating and arguing, GET SQUARELY

BEHIND THE GOVERNMENT, and notify all nations that the WHOLE AMERICAN PEOPLE ARE UNITED for an Allied victory—come what may! The trouble with us is that we want the kind of world that will result from an ALLIED victory, but we want the British, the Canadians, the Australians, the New Zealanders, the Free French, the Russians, and the Chinese to do ALL the fighting, ALL the bleeding, and ALL the dying.

Perhaps it is about time to remember that we didn't GET our liberty that way. Our founding fathers made REAL SACRIFICES—in "blood, sweat and tears"—to "SECURE THE BLESSINGS OF LIBERTY FOR THEMSELVES AND THEIR POSTERITY." And they must be doing some plain and fancy turning in their graves when they read some of the speeches of the American "isolationists" of today!

Our plea is that we STAND UP AND FACE FACTS; that we quit debating and arguing, and line up solidly behind the GOVERNMENT of the United States. If we want to live in a "slave world," let's admit it. If we want to live in a "free world," let's be WILLING to fight for it.

That—and ONLY THAT—is the AMERICAN way!

Joseph P. Rucker



BILLIONS FOR DEFENSE BUT NOT ONE CENT FOR TRIBUTE

R-15 "SPIRIT OF AMERICA" DEFENSE SAVINGS POSTERS are to be sold for immediate distribution. The popular patriotic subject illustrates standard copy that gives Defense Savings Bonds and Stamps a boost.

See REVIEW page 768 for further details. Remember that the poster copy is standard and may not be changed. Sell at regular prices for "Spirit of America" posters as listed in Section 1 of the price book, pages 39 and 40. R-15 is a convenient size, but the posters may also be sold in R-4 and R-9 sizes.

Don't overlook the fact that this is the finest poster ever offered for Industrial Distribution.

WITHDRAWALS

R6A—22x45—Freedom for All

FDL-112—Sympathy Acknowledgment Folder

FDL-113—Friendship Acknowledgment Folder

*FDL-108—Acknowledgment Folder

*This number has already been withdrawn in Bulletin No. 70 but was listed as FD108 instead of FDL-108. Please note and make correction.



OBEY THE LAW . . . OR GO TO JAIL

That's the way the Safety First rules of the city of Akron, Ohio start out.

ARE YOU DOING YOUR DUTY BY THE CHILDREN OF YOUR TERRITORY?

THE BLOOD OF SEVEN THOUSAND INNOCENT CHILDREN IS ON THE HANDS OF CARELESS DRIVERS OF AMERICA EACH AND EVERY YEAR.

ARE YOUR HANDS CLEAN?

The Gerlach-Barklow salesman who fails to do his whole duty in promoting the Safety First campaign is just as guilty and just as much responsible for these deaths—and for the maiming of two hundred and fifty thousand other children each year as is the drunken or reckless driver who runs them down.

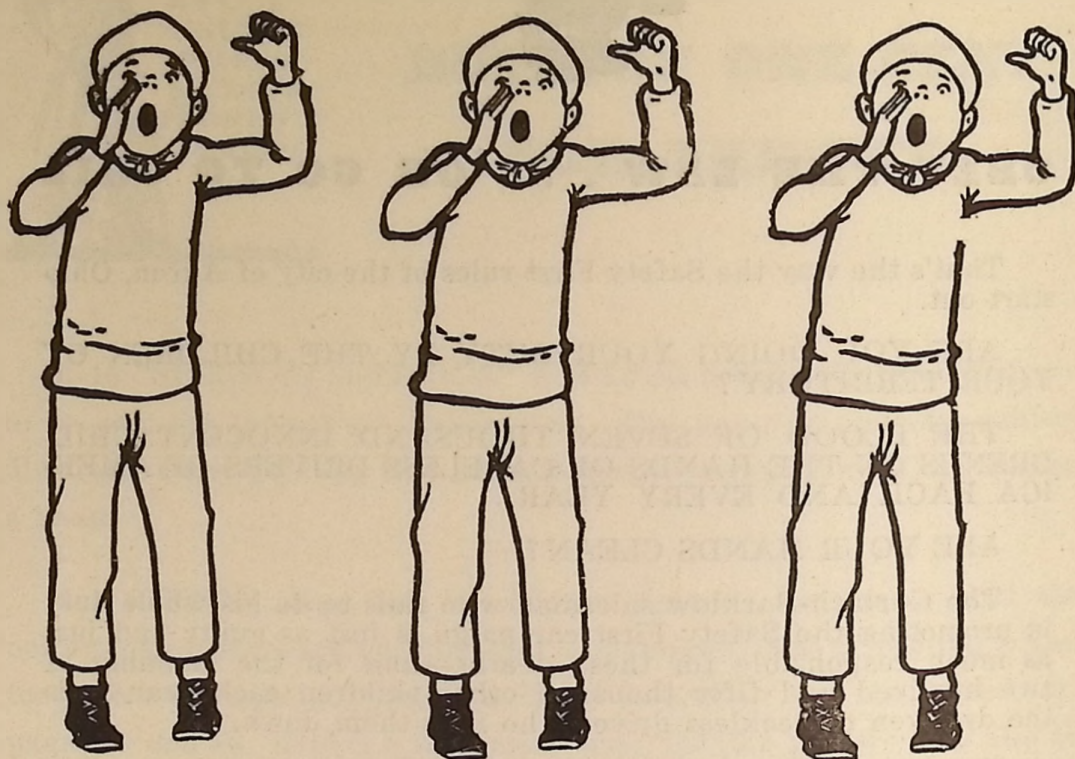
That isn't a pleasant thought, is it? But it's true, because we have placed in your hands a campaign which educators and law-enforcement agencies pronounce the strongest force in the world for helping to overcome this terrible slaughter of the innocents; and unless you make use of this great force, you are not doing your whole duty.

A SENTIMENTALIST IS ONE WHO WEEPS OVER A FALLEN COLUMN, BUT WHO DOES NOTHING TO REPLACE IT.

We believe John Wanamaker is responsible for that definition, but regardless of who is the author, it hits many of us right where we live. We shed tears over the little broken and maimed bodies, but do nothing to put an end to the cause of the killing and crippling of the children who have a right to look to us for protection and safety.

Pass this thought along to the business and professional men of your territory. Impress upon their minds that fact that when you offer them the Safety First campaign, you are offering them a privilege which they should be glad to accept.

Put your whole heart and soul into the presentation of this vitally important service. Tell your story straight from the shoulder. Omit all bouquets and present the whole unvarnished truths. If you will do this, you won't find very many progressive business men who are willing to shoulder the responsibility of turning you down.



LAST CALL FOR TOWNSHEET CORRECTIONS

Thanks to those of you who responded to our appeal in last week's REVIEW. To those who did not respond, please remember that if your corrections are not sent in before Sept. 30th your sheets will be made up just as they are now.

LAURA LUX.



SERVICE TO OTHERS IS SERVICE TO SELF

SELLING SERVICE TO SERVICE STATIONS PAYS DIVIDENDS

O. M. Wildman of California is a Shining
Example of the Possibilities of this Opportunity

Here's how Wildman did it last week—ten sales to service stations in five days. How does that compare with YOUR OWN record?

- 200 HG "The Bridge" to a RICHFIELD SERVICE STATION.
- 100 Cal-Craft, "Silver Dawn" to a UNION OIL STATION.
- 100 Pencils to a TEXACO SERVICE STATION.
- 100 Pencils to a MOBIL OIL AND GAS STATION.
- 25 Letter Openers to a RICHFIELD STATION.
- 150 Pencils to a SEA SIDE OIL AGENT.
- 100 Key Cases to a STANDARD OIL STATION.
- 200 Pencils to a MOBIL GAS STATION.
- 200 HG "The Bridge" to a MOBIL GAS STATION.
- 50 Knives to a TEXACO DEALER.

Other SERVICE STATION sales were:

- Guy Dean, 100 Gas Tank Greetings to a COLONIAL OIL STATION.
- N. G. Beatty, 150 Gas Tank Greetings to a STANDARD OIL STATION.
- N. Ellias, 500 Key Cases to a STANDARD OIL STATION.
- R. M. Bender, 300 Ger-Bars to a SERVICE STATION.
- A. C. Miller, 150 Ger-Bars to a SUPER SERVICE STATION and 150 Metal Calendars to a TEXACO STATION.
- E. P. Pittman, 100 Pencils to a STANDARD OIL STATION.
- Sam Raborn, 100 Key Cases to a GULF OIL STATION.
- J. H. Etter, 250 D64 "Spanky Safety Patrol" to a SUPER SERVICE STATION.
- W. A. Scheafer, 15 R2 "My Bonnie" to a SERVICE STATION.
- L. B. Nobles, 50 Pencils to a SINCLAIR OIL STATION.
- E. S. Reynolds, 300 Thermometer and Oil Reminders to a SERVICE STATION.
- C. I. Chamberlain, 100 Pencils to a GULF OIL STATION.
- A. C. Talerico, 25 Key Cases to a TEXACO SERVICE STATION.
- J. W. Hatch, 25 R8 "Steady" to a SUNOCO OIL STATION and 300 Ger-Bars to another.
- J. Gilbert, 100 Pencils to a SERVICE STATION.
- E. H. Gerrish, 250 S257 "My Bonnie" and "Scenes of My Childhood" to a SERVICE STATION.
- Bob Falls, 100 Key Cases to a SERVICE STATION.

1st time to make the point

DON'T MISS JIM TALCOTT'S LETTER

In this issue of REVIEW, Jim gives us a definite plan for earning some extra money during September.

And here is a suggestion for a distribution letter to accompany the calendar—this letter to be mimeographed on customer's own letterhead. Tell him he can have these done locally.

HERE'S THE SUGGESTION:

Dear Friends:

The near approach of another holiday season affords us a much appreciated opportunity to send greetings and best wishes to our friends, among whom we are proud to remember you.

It also bids 'us remind you that it's time right now to do your Christmas shopping, and we ask you to please consider this letter a personal invitation to visit our store before making your gift selections.

Here you will find gifts that bring a thrill of genuine happiness to the recipient—gifts that are useful as well as those that are beautiful—a wide choice is afforded you and all items are priced for economy in buying.

You simply can't go wrong if you make your selection here, and we'll be happy to have you call and make yourselves at home, even if you're only "looking around."

Please accept this little Engagement and Reminder calendar with our best wishes and with the hope that you may find it useful, not only at Christmastime, but all through the year.

Cordially,

December 1, 1941.



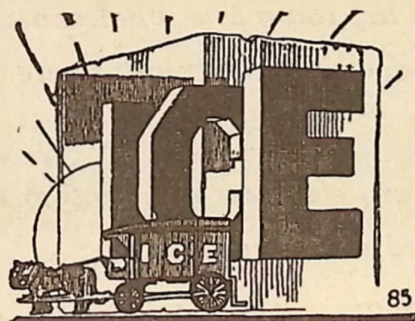
HELP YOURSELF

TO A MERRY CHRISTMAS

1941 G-B CHRISTMAS CLUB

The Christmas Club campaign started Tuesday, September 2nd, and runs 12 weeks to November 22nd. Follow these simple rules: You'll have your own sales quota. **BEAT THAT QUOTA.** Keep a weekly record of your dollar volume of sales. Add \$100 extra for each week in which you sell six or more orders. At the end of 12 weeks, subtract your quota from your total credits. The remaining **CHRISTMAS BALANCE** you can use for cash in ordering any gift illustrated in the official catalog!

You've received your "passbook" and your catalog. Add to your \$250 free credit every day. Sell complete orders, for all orders must be ready for manufacture to count. Your family can join in the fun. Let them help you set your goal.



DID YOU READ ABOUT "ICE FACTS"?

On page 773 of REVIEW dated September 11th, we told you some interesting facts about this newest addition to the S-257 series; namely S-257-M. "ICE FACTS."

Then on September 12th we sent you a sample of our new calendar together with Bulletin No. 83 in which we gave detailed information regarding this calendar.

In the REVIEW article, on page 773, we told you that Leo Himel-hoch had already made two sales of this calendar, but did not tell you how big those orders were. Would you like to know?—Well, one of them amounts to over \$600 and the other to more than \$250. We're giving you these figures, not to glorify Leo, because he doesn't need any glorification, but just to show you the possibilities of this new calendar.

Please read carefully the ice dealer's convincing story until you know it by heart, then go out as Himelhoch did and put it over.

An American's Pledge for National Defense

I will keep myself fit physically, mentally, spiritually—to be ready for any crisis, and to discipline myself for strength.

I will go about my business with a clear eye, a cool head, and a stout heart, neither scared by wild rumors nor deluded by false security.

I will do my particular job—in office, store, shop, mill, or farm—better than it was ever done before, dedicating my skill to my country's service.

I will take an active interest in government—in town, school, district, county, state, and nation—and make it my business to understand public affairs, laws, and policies.

I will help build my town as a wholesome, balanced community, because if all the communities are sound, America will be sound.

I will vote in every election, appreciating the right of the ballot now denied in many lands.

I will support billions for defense but not one cent for waste.

I will work for unity among all our people and oppose efforts to create hatred based on race, creed, or color.

I will encourage our boys and girls to rever and respect our American traditions.

I will keep faith with myself, my country, and my God.

—HUBERT M. HARRISON.



Every Time We Make a Friend
We Grow a Little

THE FIRST NATIONAL BANK

A Friendly Bank for Everybody

1941	SEPTEMBER						1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
-	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	-	-	-	-	

*IDEAS are
funny things—
they won't work
unless you do.*

(THANKS TO FRANK RAITZ)